



ANNUAL REPORT

UNBROKEN SPIRIT

2023



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Letter From Leadership



Dear Esteemed Supporters, Donors, and Friends,

When Colonel Peter and Major Marlene Champagne created Unbroken Spirit, they didn't imagine that their small, local, Veteran charity would have been so strongly embraced by Walnut Cove Members and Community Corporate Sponsors in a way that enabled us to make the desired life-changing impact on the initial group of 15 Veterans in 2023 so quickly.

Thanks to your financial support our program has ignited change, provided endless opportunities for learning and growth, and unleashed the potential in our Veterans. We feel privileged to provide you the results of our collective efforts outlined in this first Annual Report. We believe our Veterans are the best ambassadors of our program, and their feelings about Unbroken Spirit are both noteworthy and telling. And, we are pleased to be able to demonstrate the transparency and financial efficiency that was, and continues to be, our commitment to you.

Our vision is to stay small, humble, and make a lasting impact in our Veterans' lives. We will accomplish that by being mindful of our motto, "Stronger Together, Together Unbroken." Your financial support has enabled us to not only increase the number of Veterans we serve — welcoming 42 in 2024 — but, even more importantly, to provide an expanded level of long-term support for those Veterans that have gone through our program, so that we will "Leave No One Behind".

Thank you, from the bottom of our hearts.

Colonel Peter Champagne
Founder and Executive Director

Bob Irell
Board President

Who We Are

Our leadership team has over 120 years of combined experience leading servicemen and women. Our purpose is to come alongside Veterans who are committed to changing their life, but don't exactly know how to get started. We can help Veterans take that first step on their life-changing journey to become their best self.



Our Vision

Enrich Veterans' lives and equip them to Learn, Lead, and Serve.

Our Mission

To Empower Body, Mind and Spiritual Wellbeing through Transformative Training Programs that Create a Life of Meaning and Purpose.

Our Values

Loyalty – We are Intensely Committed to Serving Veterans with Excellence

Courage – We See Growth and Victory through the Struggle

Resiliency – We Reach Beyond Surviving to Thriving

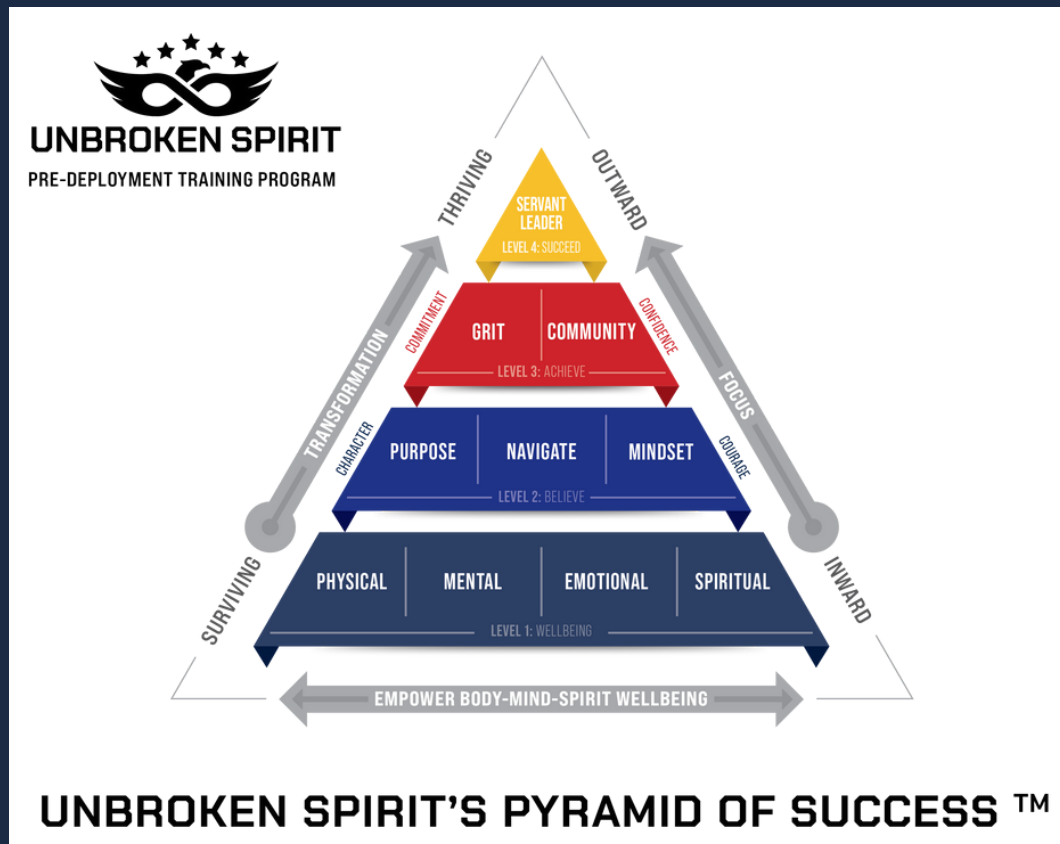
Spiritual Wellness – We Help Recreate Meaning, Purpose, and Hope

Integrity – We are Honest, Transparent, and Accountable

Our Program

PRE-DEPLOYMENT

Using our exclusive Unbroken Spirit, instructor-led, Pre-Deployment Training Model, we help Veterans achieve Body, Mind, and Spiritual Wellbeing. We empower each Veteran to Believe in a future that might not exist yet, learn the skills necessary to Achieve that goal, and Succeed in creating a brighter future of growth, lifelong-fulfillment, and service.



DEPLOYMENT

During this phase of training we lead Veterans on a 5-Day Group-based Wilderness Experience in the pristine mountains of Western North Carolina. We build on the camaraderie and challenge of a wilderness environment as a pathway to healing. We provide a safe environment that encourages each Veteran to connect with their existing strengths, put into practice newly developed skills, and bond with their fellow Veterans in nature.

POST DEPLOYMENT (AND BEYOND)

This phase of training continues to build self-confidence and a sense of purpose in each Veteran so they can lead themselves effectively and serve as leaders in their family, community, and nation. Following one of our Guiding Principles — Leave No One Behind: (1) each Veteran is assigned a Mentor to guide them through the Post-Deployment process, and (2) support programs will be available to individual Veterans on an ongoing, as-needed basis to help ensure the benefits of our program are maintained and enhanced over the long term.

How We Invest in Veterans

We spare no expense in providing our Veterans with the highest quality gear, equipment, clothing, books, Apps, resources, and programs in order to help them get stronger. Our fundamental belief is when our Veterans are stronger, the communities they live in are stronger.

A few of the items Veterans have received:

- One year Calm app subscription
- Gallup StrengthsFinder 34 assessment
- There are 5 books Veterans receive which are also incorporated into the curriculum:
 - *Man's Search for Meaning* by Victor Frankl
 - *Mindset, the New Psychology of Success*, Dr. Carol Dweck
 - *Rising Strong* by Dr. Brenè Brown
 - *Grit, The Power and Passion of Perseverance*, by Angela Duckworth
 - *Servant Leadership in Action* by Ken Blanchard
- Unbroken Spirit gear, of course (hats, tees, hoodies, tote bags, flags)!

And new in 2024, Veterans will receive:

- A comprehensive Unbroken Spirit Workbook which includes instruction and questions for each of the 10 Modules or building blocks in our Pyramid of Success™.
- Customized fitness and nutrition programs for any Veteran in our program that needs help from our certified personal trainers on staff.



In addition to those materials:

- We have welcomed to our team Captain Robert Evans, retired Navy Chaplain, as Spiritual Wellness Advisor to assist Veterans in shaping their dreams into a life of purpose
- We offer a one-on-one Mentoring program, a key component of our Post-Deployment training, to assist our Veterans through this phase and help maintain their long-term relationship with Unbroken Spirit.
- We will be offering expanded, ongoing Veteran Post-Deployment support programs on an individual, as-needed basis.

Diana Calero's Story

Born in Colombia, I moved to Miami at the age of 12 and began working part-time while attending Florida International University from the age of 16. In my junior year, while handing out flyers, I stumbled upon a Navy recruiting station and was captivated by the idea of going through boot camp.

I joined the U.S. Navy in May 2006, graduated with a Bachelor's degree in Business Administration in December 2007, and completed 16 years in the U.S. Navy Reserves in April 2022, rising to the Chief Petty Officer (E-7) rank as a Logistic Specialist.



Throughout my military journey, I cherished the moments where I felt I positively impacted by fellow Sailors. However, my perception of the Navy shifted in January 2021 during Chief Season in Poland. Despite being selected as an E-7, doubts crept in as a Reservist facing a challenging initiation alongside two more experienced Active Duty Sailors. The Season's tasks were intentionally difficult, designed to break us down and build us up as well-rounded Chiefs. Struggling with the concept of failure, I turned to thoughts of self-harm and ultimately was forced to leave the Season two weeks before the pinning ceremony in January 2021. After my Medical Board was completed and I was found fit for duty, I left on my own accord after my enlistment contract ended in April 2022. I returned to work as a Customs and Border Protection Officer in June 2022 which provided some normalcy, but I let my perceived failure define me.

However, an opportunity to join the Unbroken Spirit program in Colombia in July 2023 became a turning point in my life. During the program, which included reading books, Zoom calls, Clifton Strengths, the Calm App for meditation, and a roadmap, I found a clearer path in my life. It helped me realize that failure doesn't define me, and I should rise from setbacks with a growth mindset.

Today, I'm working towards personal growth and leaving the past behind, appreciating the impact of Unbroken Spirit on my journey.

Viviana Morales Kolb's Story

A lot of my internal dialogue stems from the way I grew up as my dad suffers from addiction issues. His drug of choice was and still is alcohol. I have an older sister and a younger brother. My older sister was diagnosed with Autism and she was primarily non-verbal for most of our upbringing. As she got into her teenage years she suffered from anxiety and anorexia. For a few years I thought she was going to die, she would frequent the ER and her bones were visible on her body. My father had his times during his sober moments where I felt loved, but a lot of my memories of him are associated with anxiety, unpredictability, fear, and anger.



I started to engage in very toxic friendships and relationships which led to emotional, physical, and sexual abuse in my teens & adulthood. I joined the Army to give myself a chance to do something greater than myself, become a stronger version of myself. I was obsessed with movies like *GI Jane* and *Platoon*. The Army really helped me over the 12 years that I served, but I did suffer from a sexual assault incident early in my career and it made me feel as though my worth hadn't changed even after becoming a Soldier. It has taken me years to finally identify which types of friends are good to have in my corner, what type of relationship that I wanted to have, and how to really be a mom to my boys. I think the universe was definitely telling me something when I was blessed with all boys.

There is this list they call the laundry list for the Adult Child of an Alcoholic and there are so many boxes I have and still do check off on that list, and one of my goals is to change that. I think the model you sent me will help because although I feel like I have persevered through some interesting events, I haven't always come out the other side with optimism. And I would like my children to see that as they grow up.

The subscription to Calm you gave me has helped me manage some of my mental struggles like self-image and self-worth, which is something I constantly battle.

Unbroken Spirit sent me a Grit Assessment and I scored low (3.4) in my opinion. I think a lot of it had to do with my mindset — learning to trust in my abilities and truly believe in myself. When I reflect on that score, I think there were times when I sold myself short in my relationships and didn't stay true to my passions and who I was. I hope that *Grit* is something, like *Mindset*, that I can continue to build on and develop through the Unbroken Spirit Program.

Testimonials

Lornett Vestal

“The program has been eye-opening, and I’ve connected with fellow veterans on a deeper level. This program has refreshed the tactics and tools that helped me improve my mental health in my late 20s and early 30s—and also helped me reflect on my life purpose and mission again. I am thankful for this program and those who’ve supported the Unbroken Spirit.”



Grayson Dinkins

“Unbroken Spirit has truly been a blessing from the leadership, online components, and other resources, providing that aid in personal growth in an individual’s life. It truly encompasses all of the values I hold so dear such as honor, integrity, selfless service, faith, and personal courage. One thing that Unbroken Spirit continues to teach me is that position improvement never stops, and investing in oneself is something that is very affordable.”



Mike Campbell

“Thank you, thank you, thank you. This was a once-in-a-lifetime adventure that I will always remember. I have met some amazing veterans, sponsors, and mentors. This program makes me realize that there are still good people out there.”



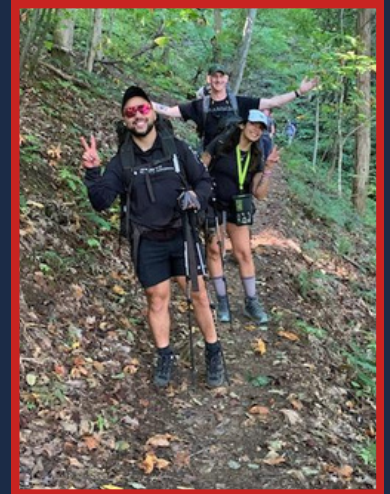
Franda Clay

“For me, Unbroken Spirit has reminded me that I am not alone on this journey. It has meant the world to have the support of Unbroken Spirit during this time in my life. This group symbolizes people who have experienced loss and grief, yet they remain unbroken. Every part of our curriculum helped to reshape our perspective on life and to rebuild us.”



2023 Expedition Team

Their stories are available on our [YouTube Channel](#): [UnbrokenSpiritUsa](#)



How We Measure Success

We measure impact using a few tools:

1. An **18-question multi-phase assessment** that measures overall well-being. This tool utilizes a 5-point Likert scale measuring four indicators of wellbeing:

- Emotional
- Mental
- Physical health
- Overall mindset

Preliminary Outcomes have shown marked improvement in just three months. Complete results will be available on our website as Veterans are currently in Phase III of the program. We anticipate continued improvement in overall well-being.

2. **15 question open-ended feedback assessments.** Success isn't only measured in numbers, charts and graphs. These open-ended responses capture each Veteran's unique voice. After only 6 months, we have received many comments from our first group of Veterans regarding Unbroken Spirit's program. Here are just a few of them:

“What you have created is nothing short of exceptional” - Mike

“I am loving this experience! I enjoyed reading Man's Search for Meaning and Rising Strong. I read both cover to cover.” - Joshua

“I feel fortunate to be part of this journey.” - Paul

“Unbroken Spirit has made a great impact in my life by providing education on mental wellness and mental health which I believe everyone needs. The seminars are amazing tools to have to grow.” - Bren

“I don't know how you and your team developed the program, but you thought about every single thing. I can't thank you enough because I am in a time where I am trying to discover myself, focusing on self-care so that I can help many more veterans or people that cross my path. God bless you and your team. – Diana

“The team is very talented and has a great, close working relationship. You can quickly and easily sense the genuine compassion and empathy throughout the team. They've taken on a tough mission and done a lot of heavy lifting! Great job! Absolutely honored to be a part of it!” - Mike



3. Veteran's pledges and service project

Veterans develop and commit to a Pledge to serve others with the supportive help of mentors and Unbroken Spirit.

Financial Report



SUMMARY

Last year not only saw Unbroken Spirit firmly establish its organization and brand identity, and successfully launch its inaugural multi-phase Veteran support program, but also witnessed an extraordinary level of emotional and financial support from the Walnut Cove community and our Corporate Sponsors.

Our fundraising efforts hit their stride in the second half of the year, with dual objectives to support our 2023 Veterans programming investments, which were already underway, and also to help fund the following year's programs, which were slated to commence in the first part of 2024. Those objectives were not only met, but substantially exceeded!



HIGHLIGHTS

- Total Revenue was just under \$500,000 in 2023. In addition to a sizable amount of start-up expenses being funded by a donation from Unbroken Spirit's Founders, Peter and Marlene Champagne, Individual Donations totaled \$275,000, split relatively evenly between entry fees in our Annual Golf Classic and other stand-alone contributions.
- Golf tournament Corporate Sponsorships generated contributions in excess of \$140,000. Unbroken Spirit also received Grants from two other non-profit organizations, including our own Walnut Cove Members Association (WCMA), totaling \$35,000.
- Unbroken Spirit's commitment to prudent expense management was demonstrated last year, with Administrative Expenses representing only 2.4% of Revenues and Fundraising expenditures accounting for less than 15%.
- Veteran Programs expenses in 2023 totaled \$88,000 while the current expense budget for our expanded 2024 Program offerings stands at \$187,000, representing a combined total of 55% of Revenues.
- We will invest the remaining Revenue balance of \$141,000 to further enhance Unbroken Spirit's Veterans Support Programming in 2024 and 2025.

Financial Report

2023 REVENUE

Founder's Start-Up Funding	\$41,500
Individual Contributions	\$145,000
Event Donations	
- Individual	\$130,900
- Corporate Sponsors	\$142,500
Grants	\$35,000
Total Revenue	\$494,900

2023 EXPENSES

ADMINISTRATION

Insurance and Legal Fees	\$4,200
Contract & Professional Fees	\$5,000
Office Expenses	\$2,600
Total Administration	\$11,800

FUNDRAISING

Cocktail Reception	\$10,400
Golf Tournament	\$9,400
Facility Rental	\$26,700
Food and Beverage	\$9,900
Adv, Mktg, Pymt Fees	\$10,300
Total Fundraising	\$66,700

VETERAN PROGRAMS

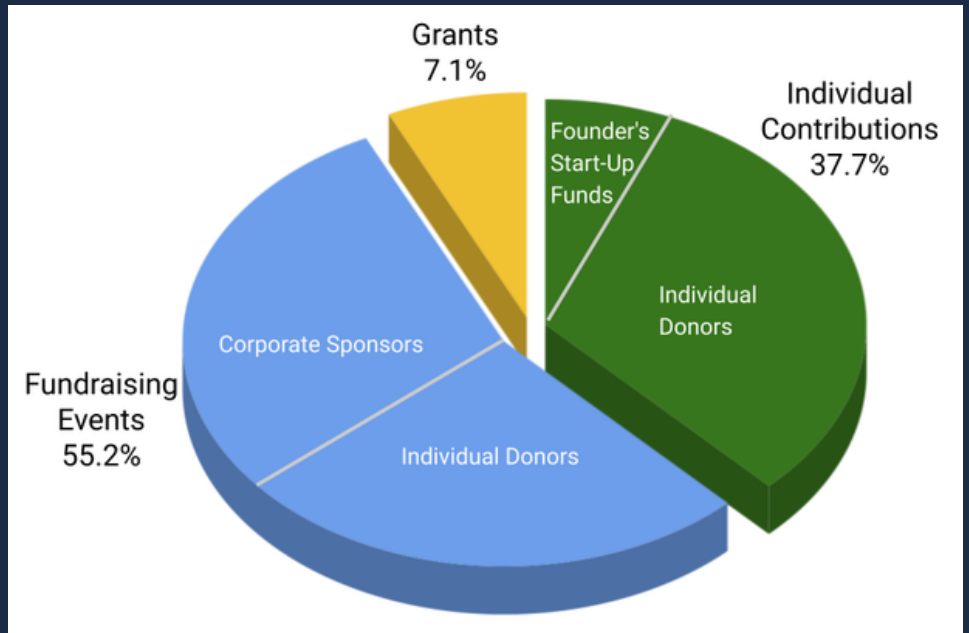
Equipment and Supplies	\$41,400
Travel, Food, Lodging	\$29,100
Curriculum, Assmt Tools	\$13,000
Recruitment	\$4,500

2023 Veteran Programs \$88,000

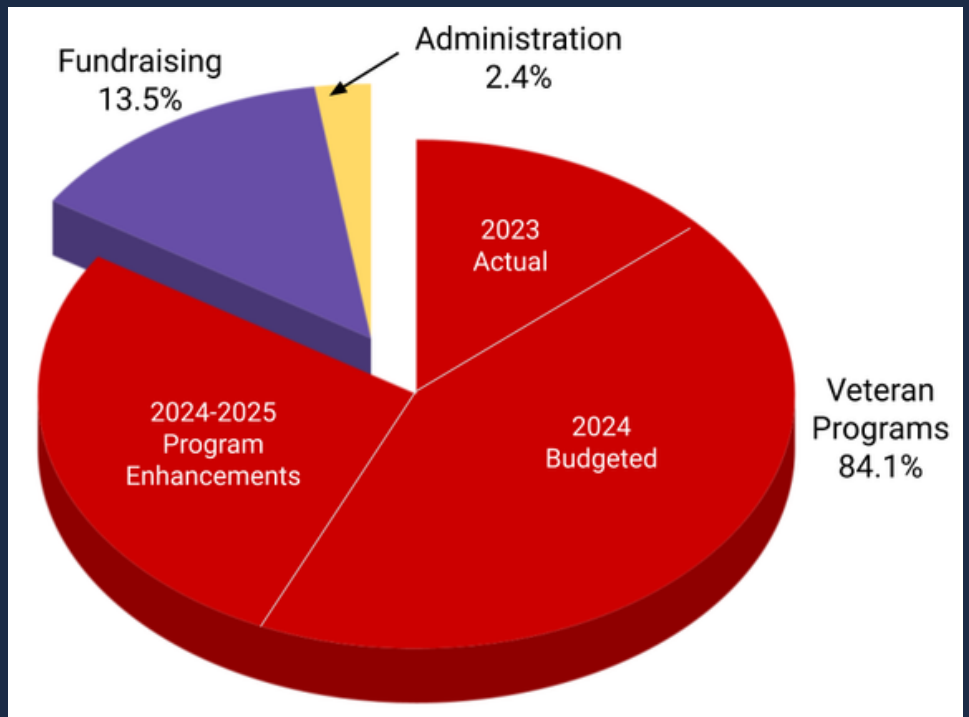
2024 Planned Veteran Programs and Grants \$187,100

2024-25 Program and Grant Enhancements \$141,300

2023 Revenue Sources



2023 Revenue Allocation



Looking Ahead

2024 Program

This year we will be adding a 2nd Backpacking Expedition--one will be at the end of May and one in mid-October--and in the summer we'll also be introducing our first Adaptive Sports Program which is designed for Veterans with disabilities. This will increase the number of Veterans receiving our support to 42 (from 15 last year).

These programs will continue to include Pre- and Post-Deployment phases -- all designed to help increase and sustain the transformative benefits of the program for our Veterans and maintain their connection to Unbroken Spirit.

As an example of this desired connection, and as a testament to our program's value, 3 of last year's Veteran participants have joined us as Expedition Leaders in 2024: Mike Valdez, Kevin Maksudovski and Paul Haverstick.

2024-25 Enhancements

The generous level of financial support Unbroken Spirit has received from our Walnut Cove community and Corporate Sponsors will enable us to further expand our Veteran support this year and beyond:

- **Increasing the Number of Veterans We Help.** In addition to continuing our traditional recruitment efforts, Unbroken Spirit will be looking to expand our veteran participation through targeted grants given to other local charitable organizations which offer veteran assistance programs. As an example of this initiative, our Board of Directors recently approved a \$10,000 grant to Eblen Charities which will be exclusively used to assist lower-income veterans avoid eviction or loss of utility services. In turn, Eblen will facilitate Unbroken Spirit's screening and potential recruitment of these veterans to our programs.
- **Expanding/Deepening Support for Our Alumni Veterans.** Unbroken Spirit's primary focus will be on increasing the level (depth) and types of support we offer to veterans who have completed our programs. Some of the areas we will be considering -- on a targeted, individual basis-- include housing/mortgage support, educational/vocational assistance, family/dependent programs, and mental health care assistance. As an example here, Unbroken Spirit has established a relationship with Ohio State University's Suicide and Trauma Reduction Initiative for Veterans (STRIVE), and we've begun providing access to this highly-regarded program on a selective basis to our Veterans who are struggling with PTSD.

2024 Events



Stronger Together Celebration at Wicked Week Funkatorium June 1

This truly heartfelt and unforgettable evening at the renowned Wicked Weed Funkatorium in downtown Asheville on **Saturday, June 1st**. Come together to honor the Unbroken Spirit Veterans from Team 1-2024, who will have completed a grueling wilderness backpacking expedition, showcasing their unwavering dedication and resilience.

This extraordinary event promises a patriotic celebration filled with camaraderie, joy, and profound moments. Picture yourself enjoying a casual, uplifting atmosphere accompanied by an open bar and a delectable epicurean feast. Our venue, the iconic Funkatorium, will serve as the perfect backdrop for an evening of shared stories, laughter, and appreciation for the sacrifices made by our brave Veterans.



Unbroken Spirit Golf Championship at Walnut Cove June 4

Embark on a profound journey of support for our esteemed Veterans by joining us at an extraordinary fundraising event that stands as a beacon of empowerment for those who have selflessly kept us free. This unique gathering is more than just a Golf Championship—it's a heartfelt salute to the sacrifices made by our brave servicemen and women.

Picture a day filled with camaraderie, honor, and excitement at the Cliffs at Walnut Golf Course, starting at 8:00 AM with Registration and Breakfast. Witness a breathtaking Patriotic Salute at 9:15 AM, featuring a Paratrooper descending with a 2,000 square foot USA flag, perfectly synchronized with the resonating notes of our National Anthem—a poignant reminder of the sacrifices we commemorate.

Leadership Team



Peter Champagne
Founder and Executive Director



Marlene Champagne
Founder and Chief Operating Officer



CSM Gretchen Evans
Director of Veteran Services



Robert Evans
Director of Spiritual Wellness



Paul Haverstick
Program Coordinator

Board of Directors



Robert Irelan
Board President



Dr. Robert Phillips
Treasurer



Rick Guthy
Secretary



Peter Heckman
Board Member



Doug Korey
Retiring Board Member



Bob Chamberlain
New Board Member

Corporate Partners



Allen Tate Realtors® | Beverly-Hanks, Realtors®



Partners



Advent Health
feel whole.

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CATCH A LIFT FUND 
FITNESS FOR VETERANS





2023
THANK YOU

CONTACT



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